Sciteline

Empowering patients.
Transforming research.

Sciteline Insights brings you a monthly snapshot of new tools, proven impact and practical lessons to help clinical teams work smarter and accelerate progress.

Making Clinical Research Part of Everyday Conversation

JUNE INSIGHTS

Clinical research shapes the future of healthcare but for many people, clinical trials can still feel unfamiliar, complicated, or intimidating.

What are clinical trials? Who can participate? Are they safe? Why do they matter?

These are important questions, and people should not have to wait until they are approached for a study to start finding answers.

That is why Sciteline is expanding its patient-facing education efforts on Instagram. Through clear explanations, myth-busting content, common questions, and practical insights, the page is dedicated to helping communities better understand how clinical research works and why participation matters.

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Building Research Awareness Before Recruitment

Improving access to clinical research means more than helping people find a study. It means building awareness, trust, and understanding before an opportunity arises.

When people understand clinical trials, they can ask informed questions and decide whether participation may be right for them.

Ontario is one example of this patient-first approach, with a growing focus on strengthening clinical trials as part of the healthcare system. By improving research visibility, supporting participant engagement, and connecting more people to opportunities, the province is working to make clinical research more accessible across communities.

Through the **Ontario Initiative**, Sciteline will provide the digital infrastructure to help connect health systems, research organizations, and participants throughout that journey.

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Follow along with Ontario's Clinical Trial Infrastructure Initiative

Receive updates on initiative milestones, institutional participation opportunities, and ecosystem developments across Ontario.

JOIN THE INITIATIVE NETWORK

Bringing the Conversation to

eHealth 2026 and BIO International Convention

At e-Health 2026 in Halifax, Sciteline continued this conversation by launching our new **"Ask Us About Clinical Research"** initiative.

The initiative creates an approachable starting point for people who may be curious about clinical trials but do not know where to begin. It is designed to encourage questions, reduce uncertainty, and make research feel more relevant to everyday healthcare conversations.

Whether someone is wondering what participation involves, how studies are regulated, or why research matters, **the goal is simple: make it easier to ask.**

The conversations at e-Health reinforced an important message: healthcare innovation depends not only on technology and research capacity, but also on public understanding and participation.

While at e-Health, we focused on bringing clinical research into everyday healthcare conversations, the conversations at BIO reinforced the system-level opportunity behind that work.

Across meetings and discussions with partners, health system leaders, government representatives, and life sciences organizations from across Canada, the focus was on how we make research more connected, coordinated, and accessible.

For Sciteline, the opportunity is to continue building the infrastructure that helps turn that momentum into action — connecting communities, researchers, health systems, and research opportunities across Canada.

Join the Conversation

Ask Us About Clinical Research

These are a few questions from our conversations to date that we will be addressing in upcoming posts. If you're interested in learning more about clinical trials, join the conversation on Instagram. Whether you're a patient, caregiver, healthcare professional, researcher, or advocate, there's a place for you in the discussion.

And we would love your input.

- What do you wish more people understood about clinical trials?
- What myths do you hear most often?
- What questions should we help answer?

Help us make clinical research part of the everyday conversation.

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Sciteline, 115 George Street, Suite 253, Oakville, Ontario L6J 0A2, Canada

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